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CONSUMER TIME

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U. S. Department of Agriculture
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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with United States Government
agencies working for consumers.

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1. SOUND: CASH REGISTER . . RINGS TWICE . . CLOSE DRAWER

2. NANCY: That's your money buying food.

3. SOUND: CASH REGISTER

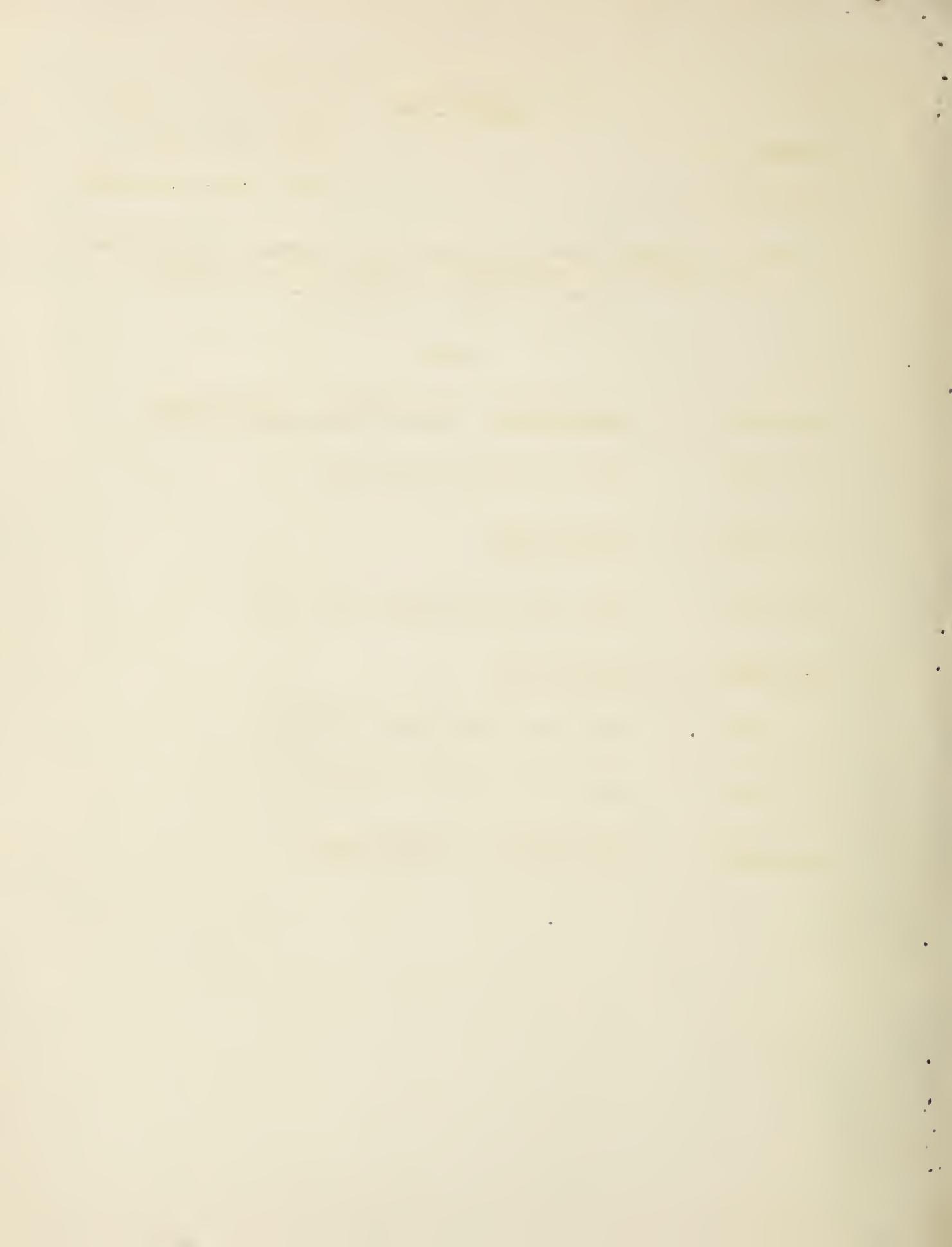
4. JOHN: That's your money paying for a home.

5. SOUND: CASH REGISTER

6. NANCY: . . That's your money buying clothes . .

7. JOHN: Buying you a living in wartime.

8. SOUND: CASH REGISTER . . CLOSE DRAWER



9. MONTGOMERY: This is Don Montgomery talking - Consumers' Counsel in the Department of Agriculture in Washington.

Each Saturday at this hour we broadcast CONSUMER TIME because you've asked us for facts. You want to know how to spend your money wisely - how to make it work for war - and how to buy the health and strength and courage we need for victory.

You ask us for facts - you have a right to. And we're glad to give you what we have. So here are the first ones - the consumer news of the week - from our reporter, Johnny Flynn ---

10. JOHN: The war orders straight from Washington ---

11. JOHN: And that's the latest war news affecting you, your pocketbooks, and your family living.

12. MONTGOMERY: But that's not all the news. We've got a story for you today that should make every consumer in this country sit up and take notice.

13. FREYMAN: Good news for us consumers?

14. MONTGOMERY: Good news, Mrs. Freyman. You and the rest of the American housewives will be glad to know that while most industries are cutting production of consumer goods to make room for war needs, one industry is producing more for consumers in wartime than it ever did in peace.

15. FREYMAN: What industry is that, Mr. Montgomery?

16. MONTGOMERY: One that supplies a vital commodity - food.

17. FREYMAN: You mean - the farmers.

18. MONTGOMERY: The farmers - and the packers - and the railroads - and the newspapers - and the radio station ---

19. FREYMAN: What have all those other people got to do with food?

20. MONTGOMERY: They've got a lot to do with getting that food to you, and right now they've got more than ever to do. We're at war now - every one of us. Our armies of workers - like our armies of soldiers - must move on their stomachs.

We need the kind of food that is ammunition against disease and discouragement - and we need plenty of it. Lucky for us, a year ago the work rang out from Washington ---

21. GOVERNMENT: (ON FILTER) Produce now! America needs food for freedom! The Government urges every farmer in this country to produce more hogs --more eggs -- more milk --

22. FARMER: Hey - if we produce any more, prices will go down so low it won't pay us to harvest our crops -- or feed the cows. Isn't that right, Maggie?

23. WIFE: Sure is. Why, part of what we're producing already just goes to waste. What do you mean, Mister - America needs food?

24. GOVERNMENT: (AS FILTER SEGUES TO CAST NIKE) I mean that we can't afford to waste food any more. We need more for the people of our own country --- more for Britain.

25. FARMER: But maybe - if all us farmers increase our crops - we'll be turning out too much food.

26. GOVERNMENT: Don't you worry about that. We can use every bit of it.

27. FARMER: Okay - you can count on me.

28. GOVERNMENT: You'll turn out more food?

29. FARMER: Every quart of milk, every dozen eggs, every pound of bacon I can!

(PAUSE)

30. JOHN: And that's why, in 1941, America produced more food than ever before ---

31. 1ST WOMAN: Over three billion dozen eggs!

32. 1ST MAN: Five hundred thirty-five million quarts of milk!

33. 2ND WOMAN: Nine and a half million tons of vegetables!

34. 2ND MAN: About eleven million tons of meat!

35. 3RD WOMAN: Over fourteen million tons of fruit!

36. JOHN: But that wasn't enough. Because - on the seventh of December ---

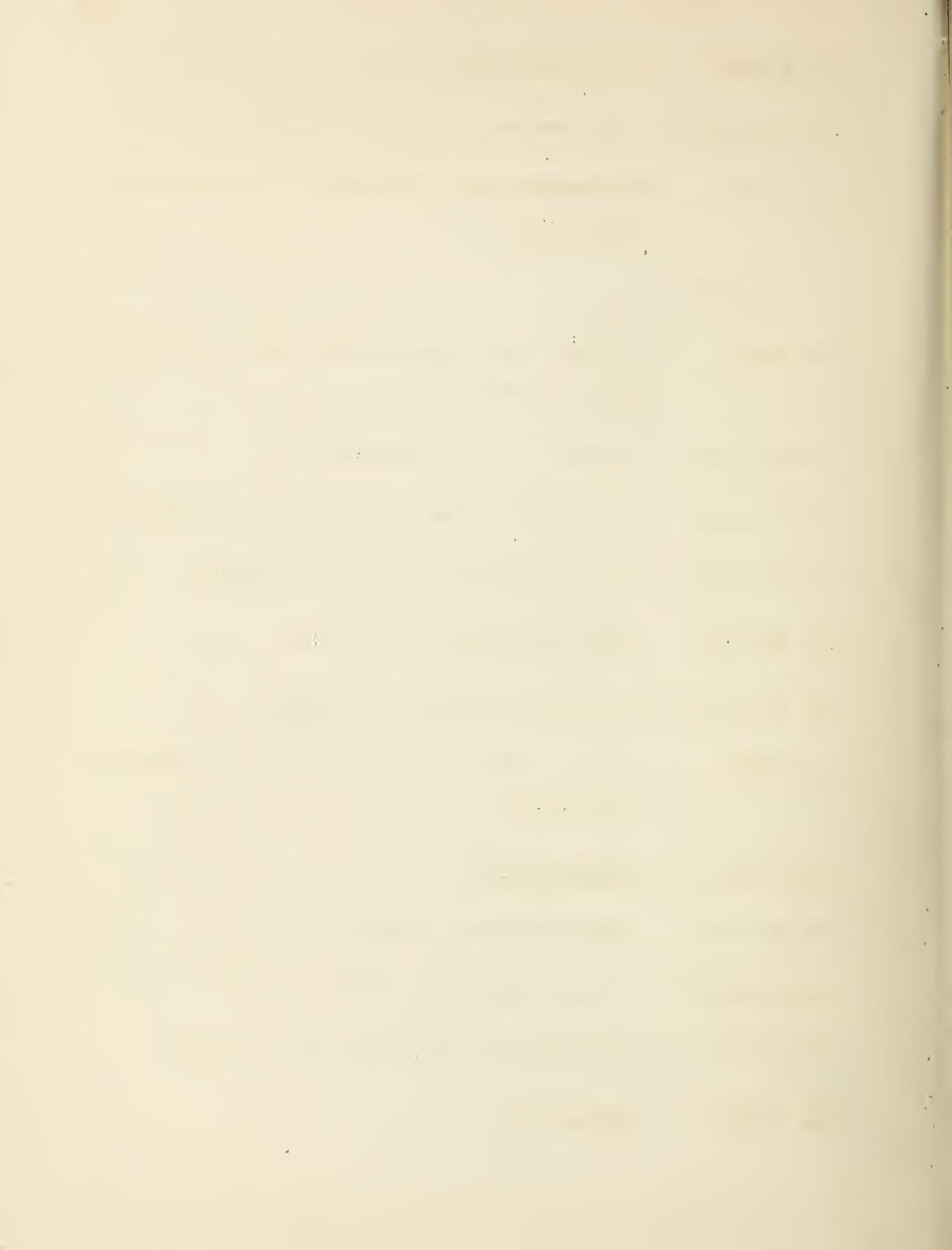
37. SOUND: WIRELESS FLASHES

38. 1ST MAN: Japanese bomb Pearl Harbor!

39. 2ND WOMAN: America declares war on Japan!

40. 3RD WOMAN: Food imports cut off! Food ships torpedoed!

41. SOUND: FLASHES FADE



42. GOVERNMENT: (ON FILTER) That means America's going to have to produce more food right here at home. The Secretary of Agriculture says that "the future of the entire civilized world is bound up in the success of our effort to produce more of the vital foods."

What can you farmers do about it?

43. FARMER: Well, I'm turning out just about all I can right now.

44. WIFE: What kind of food does America need?

45. GOVERNMENT: (AS FILTER SEGUES TO CLINT MIKE) The kind it takes to make a nation of workers and fighters. We need food for our allies - food for ourselves, so we can all work harder on war production - food for the soldiers we'll send overseas ---

46. WIFE: All right. We can grow that food.

47. FARMER: But Maggie ---!'

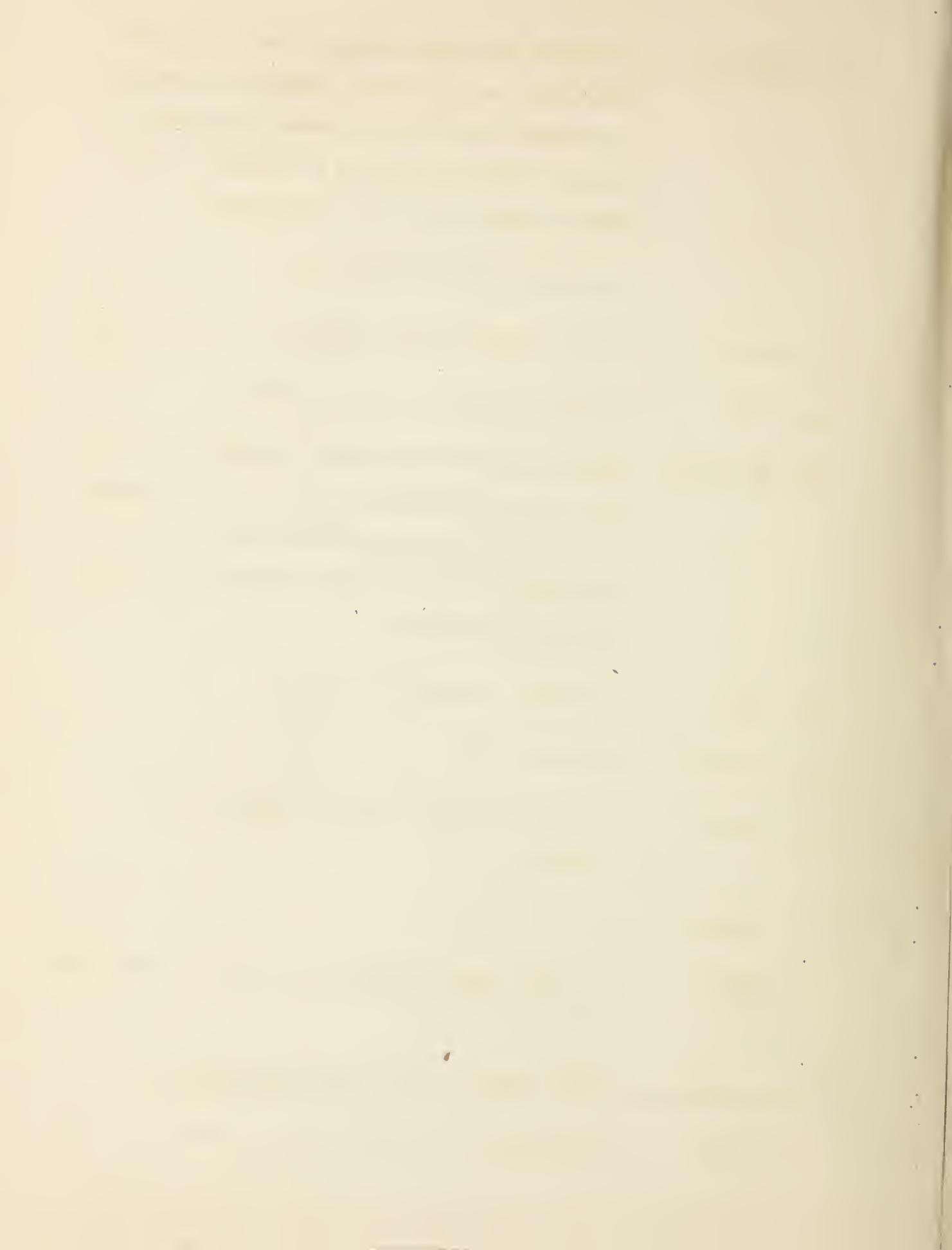
48. WIFE: We can do it, Jed - I'll help - and Celia an' Annabelle.

(PAUSE)

49. JOHN: And farmers are producing more food --- more than ever before.

50. SOUND: FADE IN CLUCK OF HEN. ROOSTER CROWS OFF MIKE.

51. JOHN: This spring - on a chicken farm in Kansas ---



52. 2ND WOMAN: Land sakes! I just fed them more mash - and left the light on all night in the henhouse - and now they're turning out eggs like a war factory!

53. SOUND: CHICKENS FADE INTO SOUND OF COWS MOOING.

54. JOHN: And on a dairy farm in New Jersey ---

55. 2ND M.N.: Guess the cows are going all out for victory. Bluebell gave quarts at one milking. quarts!

56. SOUND: MOOING FADES INTO SOUND OF APPROACHING TRACTOR

57. JOHN: And on a farm out in California ---

58. WIFE: (NEAR, SHOUTING) Jed! Jed - stop the tractor!

59. SOUND: TRACTOR FADES IN AND STOPS.

60. FARMER: (FADING IN) What do you want, Maggie?

61. WIFE: Just want you to look at this lettuce, how it's comin' along! Why, with all this sun it's doing so good you can almost see it grow!

62. FARMER: (GLUMLY) It's doing too good.

63. WIFE: What do you mean, too good? Why, we'll clear enough on this crop to pay for that new tractor - and buy some War Bonds besides.

64. FARMER: If we can sell it.

65. WIFE: Now, Jed ---

66. FARMER: Well, it stands to reason if everybody has a crop like this, somebody's going to get left. People will eat just so much lettuce, and that's all there is to it.

67. WIFE: Is it?

68. FARMER: Sure . .

69. WIFE: (THOUGHTFULLY) Jed - how soon do you figure this crop'll be ready to harvest? About the first week in May?

70. FARMER: Yeah - about. Maybe sooner.

71. WIFE: But the first week in may it ought to be at its best.

72. FARMER: I guess so.

73. WIFE: All right - that's all I want to know.

74. FARMER: Why? (FADING IN) Maggie! Hey - where you going?

75. WIFE: I'm going to see the County Agent.

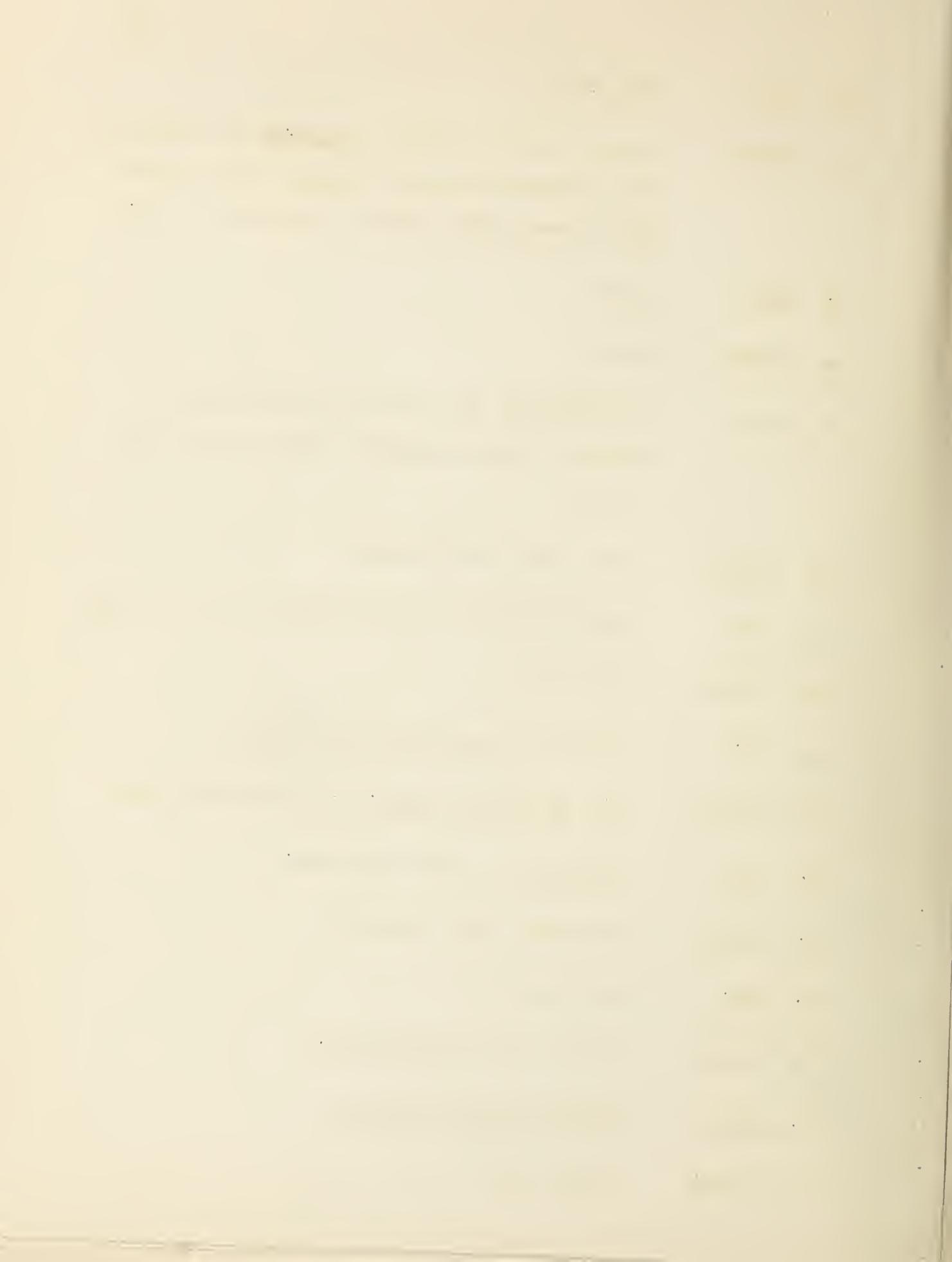
76. FARMER: The County Agent! What for?

78. WIFE: You'll see.

78. FARMER: Maggie - hey - come back here!

79. SOUND: TRACTOR STARTS UP, OFF MIKE.

80. FARMER: Maggie ---!



81. SOUND: TRACTOR STARTS TO APPROACH, THEN FADES AWAY.

82. WIFE: (ON CUE. FADING IN) And so I thought I'd come and report to you about our lettuce. Looks like there'll be plenty of it all through Monterey County by the first of May.

83. AGENT: Well, as a matter of fact, the Marketing Administration is making a survey of the lettuce crop right now.

84. WIFE: They are?

85. AGENT: Uhhuh - and it sure looks like a bumper. Ought to be nearly a quarter larger than last year.

86. WIFE: A quarter larger!

87. AGENT: Uh-huh. And nearly twice as big as the average lettuce crop over the past ten years.

88. WIFE: My goodness! That's an awful lot of lettuce!
Can we find a market for all that?

89. AGENT: Well, we're going to do our best. You see, the survey report will go straight to Washington, and --- (FADING) other states will send them in and ---

90. SOUND: FADE IN OFFICE SOUNDS. ADDING MACHINE ON MIKE.

91. GOVERNMENT: (CAST MIKE) California - estimated lettuce crop - crates.

92. SOUND: MACHINE BANGS IT OUT.

93. SECRETARY: California - crates.

94. GOVERNMENT: Georgia - crates.

95. SOUND: ADDING MACHINE AS SECRETARY SPEAKS.

96. SECRETARY: Georgia - crates.

97. GOVERNMENT: South Carolina -

98. SOUND: ADDING MACHINE.

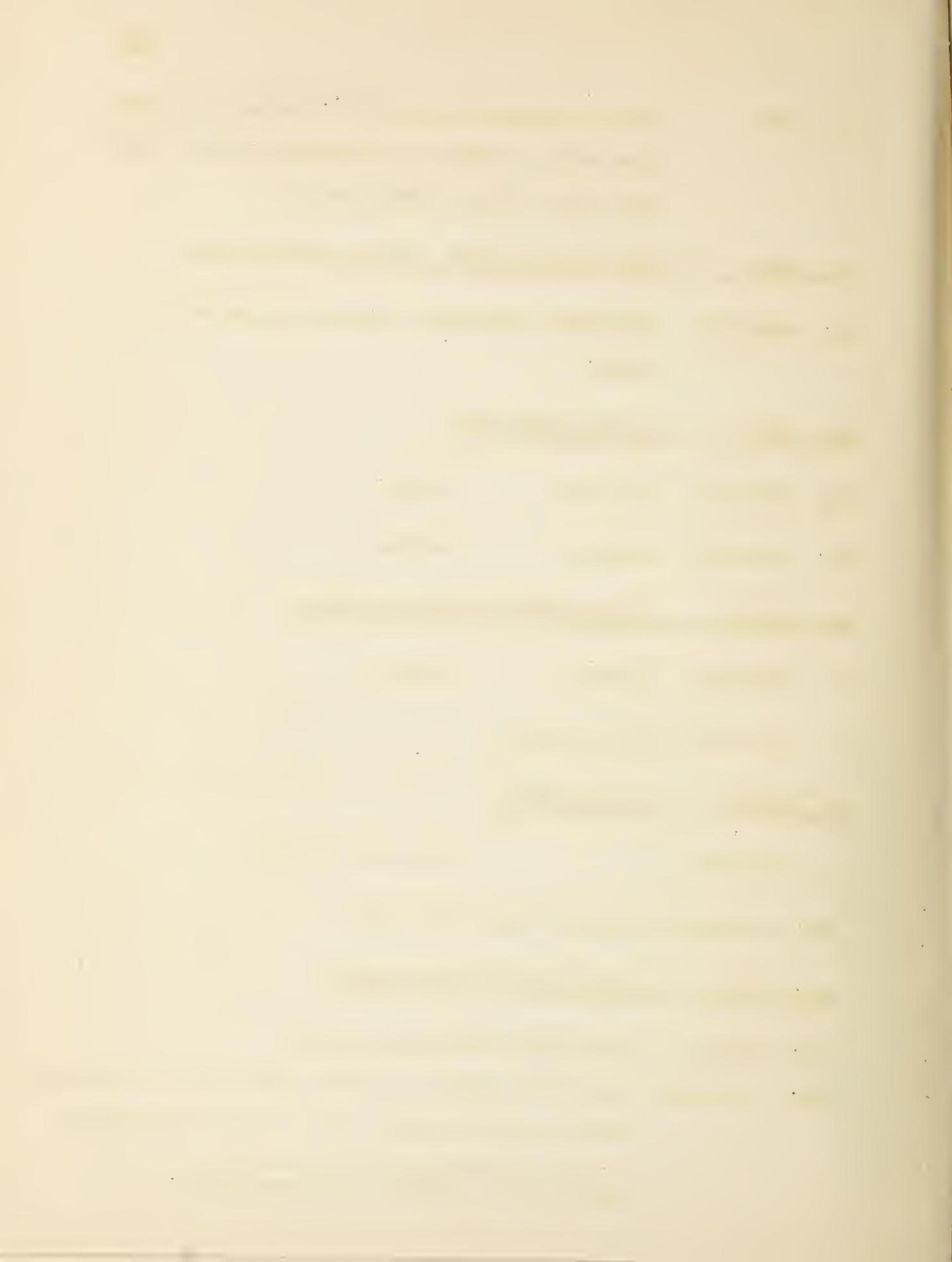
99. SECRETARY: for South Carolina.

100. GOVERNMENT: What's the total, Miss Jones?

101. SOUND: MACHINE TOTALS -- PAPER REMOVED.

102. SECRETARY: Eight million crates all together.

103. GOVERNMENT: Eight million crates of lettuce. Let's see . . if harvesting starts soon and we allow a week or so for transportation . . the heaviest supply of lettuce ought to be on the market from May eleventh to May twenty-fifth.



104. SECRETARY: Just two weeks? Two weeks - to sell all that lettuce!

105. GOVERNMENT: We'll have to tell everybody in the country that it's on its way - the first Victory Food Special. Miss Jones - take a memo, please?

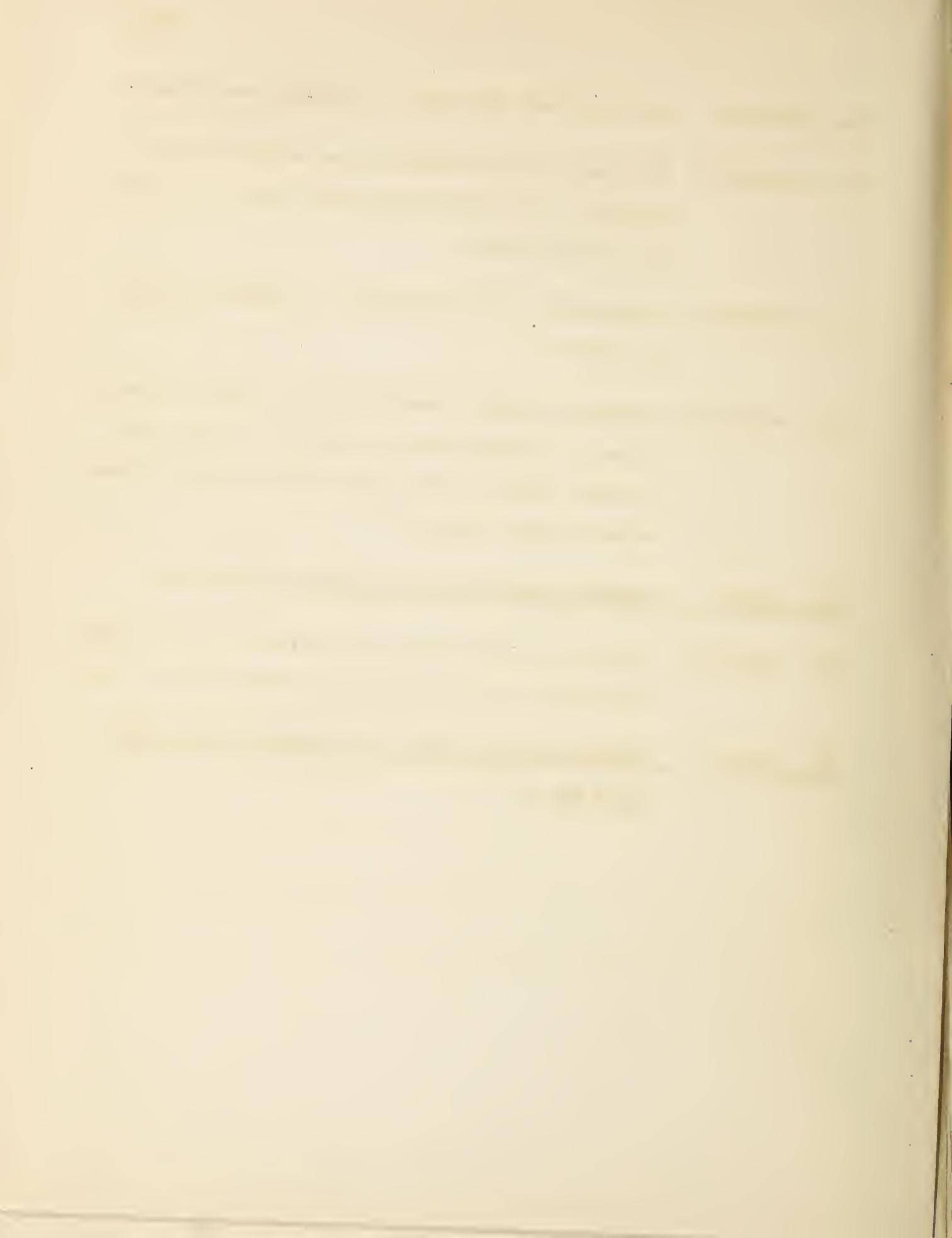
106. SECRETARY: (TURNING OFF) I'll get my book . . . (COMING ON MIKE)
All right ---

107. GOVERNMENT: (BUILDING IN TEMPO) Have BHE work out recipes for using lettuce. Ask storekeepers to feature it in their ads. Ask radio stations to tell their listeners about lettuce. Contact consumer groups ---

108. SOUND: WIRELESS FLASHES COME IN OVER ABOVE. DOWN TO BG.

109. REPORTER: Lettuce to be first Victory Food Special! Biggest supply America has ever seen will hit the market middle of May!

110. SOUND: WIRELESS FLASHES WASHED OUT BY BLAST OF STATIC, WHICH FADES FOR ***



111. ANNOUNCER: (ON FILTER, RADIO EFFECT)

And now - here's the latest
report on crops . . They're
harvesting lettuce out in
California. Lots of lettuce.

Mountains of lettuce. The

biggest crop on record.

Government estimates the

total supply at eight

million crates. Allowing

five dozen heads to the

crate, that makes about

four hundred and eighty

million heads of lettuce -

bound for market ---

115. SOUND: FADE IN SOUND OF FREIGHT TRAIN. INSIDE PERSPECTIVE.

116. BRAKEMAN: Boy - clear the tracks! We've got a Victory Food Special
aboard, and it's got to get to market.

117. SOUND: TRAIN UP AND FADE AS THREE RAPS OF GAVEL SOUND.

118. CAST: MURMUR OF WOMEN'S VOICES. QUIET DOWN.

119. CHAIRWOMAN: (SLIGHTLY OFF MIKE, PROJECTING) Ladies - as chairman of our Consumer Committee, I'd like to call your attention to the first Victory Food Special. A tremendous supply of lettuce is on its way to market, and we ought to publicize it in every possible way. Put posters in the stores - articles in the newspapers ---

120. SOUND: FADE IN CLATTER OF NEWSPAPER OFFICE. HELD DOWN.

121. NEWS WOMAN: Copy boy! Coppeeeec!

122. BOY: (FADING IN, BREATHLESS) Yes, Miss Blake.

123. WOMAN: Rush this up to the woman's editor, will you?

124. BOY: Yes, Miss ---

125. WOMAN: Tell her it's got to get in today's paper. All about the big Victory Special on lettuce. They're unloading it right now, and we've got to let the people in this town know that lettuce is plentiful - lettuce is cheap - lettuce is good food. Got that?

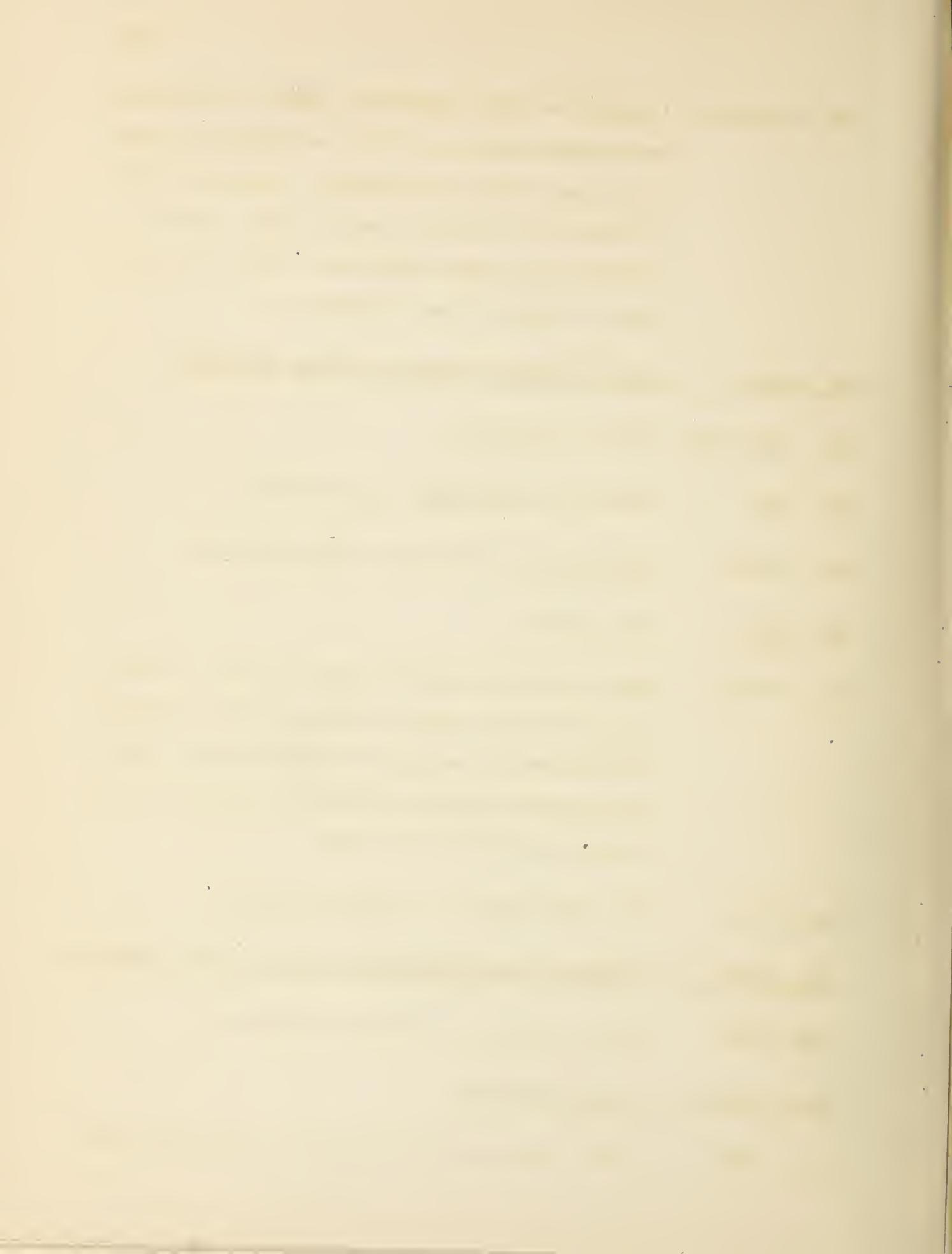
126. BOY: Yes, Miss Lettuce . . I mean, Miss Blake.

127. SOUND: NEWSROOM FADES, CROSSING WITH SOUND OF TRUCK BACKING UP.

128. JOE: Okay - hold it! We can load it right here.

129. SOUND: TRUCK MOTOR STOPS.

130. PETE: (AWAY) Hey, Joe - look at all them 'frigerator cars!



131. JOE: (WHISTLES) Boy oh Boy'. And every one of 'em loaded with lettuce!

132. PETE: What in tarnation can they do with it all?

133. SOUND: FADE IN RADIO STATIC. THEN DOWN.

134. RADIO CHATTER: (FILTER, RADIO EFFECT) And now a bit of good news for the homemakers in our radio audience. The first Victory Food Special - lettuce - has arrived in your grocery stores. It's right at the peak of its season now - and right at the bottom in price. Now's the time to eat your fill. Feed your family vitamins with a salad a day. Let us eat lettuce!

135. SOUND: STATIC UP SLIGHTLY. THEN FADE INTO SOUND OF GROCERY STORE. CASH REGISTER OFF.

136. CAST: AD LIBS, SHOPPING.

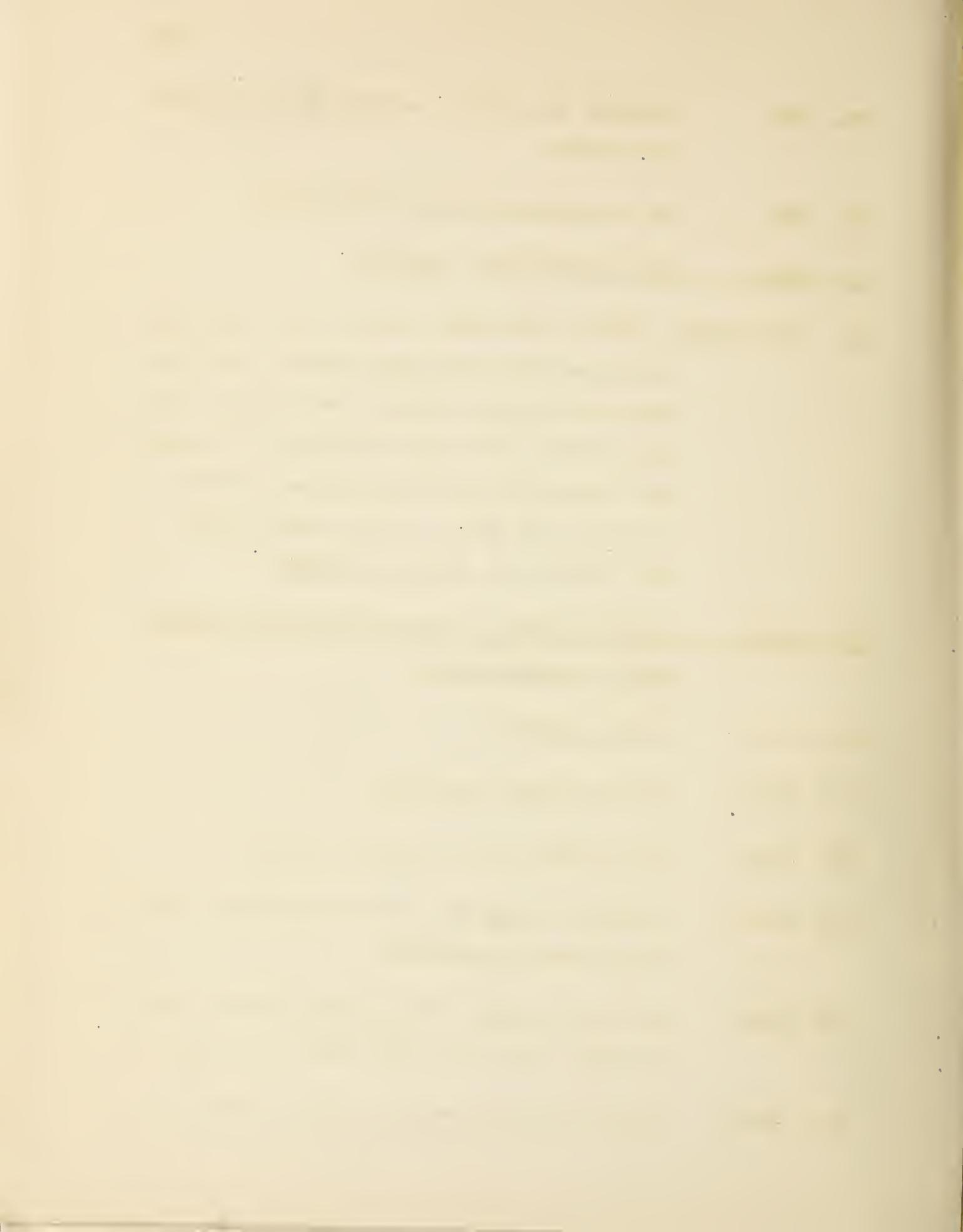
137. GROCER: Need any lettuce, Mrs. Klein?

138. KLEIN: No, my family don't care much for lettuce.

139. GROCER: 'Bout time to make them care for it, don't you think? It's a Victory Food Special.

140. KLEIN: Say - that's right. I been reading about those food specials. Heard a new salad recipe on the radio too.

141. GROCER: Well, why don't you try it? Lettuce is cheap now ---



142. KLEIN: All right - give me a head . . . No - better make it two. If that recipe is half as good as it sounded ---

143. SOUND: FADE OUT GROCERY STORE, CROSSING WITH DISHES AND SILVER BEING SET ON TABLE.

144. WIFE: (ON MIKE, CALLING) Jed! Jed - supper's ready!

145. FARMER: (OFF) Okay! I'm a-coming.

146. WIFE: Annabelle - get a fork for your dad's salad.

147. ANNABELLE: (COMING ON) Gee, Ma - d'you think he'll eat it?

148. WIFE: He'd better!

149. FARMER: (FADING IN) I hope you got plenty of food, Maggie, 'cause . . . Hey - what's that green stuff?

150. WIFE: You ought to recognize that, Jed. You grew it.

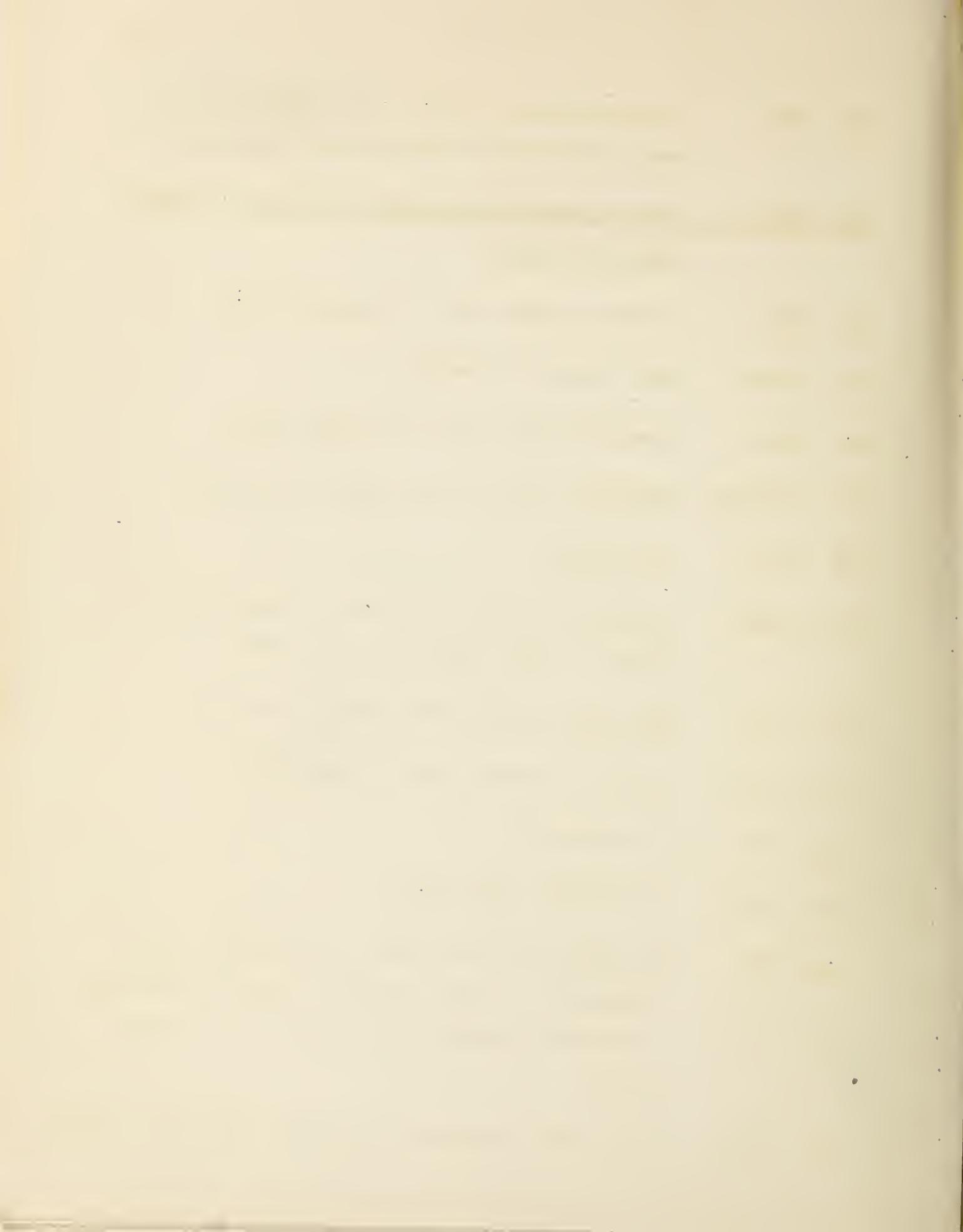
151. FARMER: Lettuce! You don't 'spect me to eat that?

152. WIFE: I certainly do.

153. FARMER: (WITH SCORN) Rabbit food.

154. WIFE: Now listen here, Jed Peters - if all the rest of this country can eat lettuce and like it - like it well enough to pay for our tractor - then you can eat it and like it too.

155. FARMER: Now, Maggie - you know I never cared for that kind o' stuff.



156. WIFE: Well, it's time you started. Here - I'll dish some out for you ---

157. SOUND: TABLESPOON AGAINST PLATE.

158. FARMER: Hey - that's enough!

159. WIFE: All right - there. You can't have anything else to eat till you clean your plate.

160. FARMER: Aw, Maggie ---!

161. WIFE: Go ahead - eat it up.

162. FARMER: (GRUMBLING) If that's not just like a woman! Man comes into the house half starved, and --- (STOPS TO TASTE IT) Say - what you got in this lettuce?

163. WIFE: Little onion - bacon - vinegar.

164. FARMER: It's hot!

165. WIFE: Sure - cooked it in the skillet. Say - I thought you didn't like lettuce!

166. FARMER: Well, this isn't like a salad. This is food.

167. WIFE: Rabbit food?

168. FARMER: No - this is different.

169. WIFE: LAUGHS.

170. FARMER: But you needn't think you'll ever get me to eat a salad!
No sirree! Not Jed Peters.

(PAUSE)

171. JOHN: And that's the story of America's first Victory Food Special. There'll be others later on - whenever a bumper crop hits the market. Onions, asparagus, and spinach are coming in now. Chickens will be a special in July - broilers, that is. And fryers in August.

172. FREYMAN: And we consumers will be kept posted on what the Victory Food Special's to be - and when it's coming?

173. JOHN: You certainly will. Isn't that right, Mr. Montgomery?

174. MONTGOMERY: Right. And if you're a smart consumer you'll make the most of those Victory Food Specials. Not only because they're a cheap way of adding vitamins and minerals to your diet - but to keep the food producers producing.

You know, a farmer takes a pretty big chance when he sows an extra large crop or agrees to breed more cattle. He's got to make his investment - in cows, or in seed and tools - long before he gets any returns back in. And maybe he won't get them in. Suppose there's a drought - or a plague of locusts. That farmer's apt to end up money in the hole.

So - when he does take the chance, and produces more food for freedom - we're pretty dumb if we don't eat it. If

(MORE)

we don't, he's apt to decide not to produce quite so much
the next year. And then you and I will be right back
where we started from - with not enough food to go around.

(MORE)

So you see why we should be on the lookout for these Victory Food Specials - know when they're coming - and buy them up when they hit the market. There won't be one every week. They depend too much on the whims of the weather. But you can tell when they will be coming by checking the food ads in your newspapers - and watching for the Victory Special signs in your stores. You'll be saving yourself a good deal of money if you do - and providing good nourishing meals for your family. And you'll be doing your bit by pulling together with the farmers and shippers and grocers and all the rest in the Food for Freedom campaign. You'll be helping to make America the strongest, healthiest nation in the world.

75. FREYMAN: Well, you can count on me for my bit, Mr. Montgomery.

76. MONTGOMERY: I thought I could. With most of you CONSUMER TIME listeners, all we need do is tip you off - and you're all set to go. Not many seventh columnists in this group.

77. FREYMAN: Seventh columnists! What do you mean?

78. MONTGOMERY: Well, I haven't time to explain it now, but maybe next week --

79. FREYMAN: Do! Let's save the seventh columnists for next week's CONSUMER TIME.

80. MONTGOMERY: All right, then. We'll tell you the whole story on next Saturday's program.

81. ANNOUNCER: Plus more valuable facts from your Consumers' Counsel in the Department of Agriculture, presented in cooperation with Government agencies working for consumers.

Heard on today's program were Frances Adams, Ken Banghart, John Flynn, Evelyn Freyman, Nancy Ordway, Whit Vernon, and your Consumers' Counsel, Donald Montgomery.

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